

So Much Information, So Little Time: Giving Consumers What They Need to Make Decisions

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Outline of Session



- What is decision support? Why is it important? How do we do it?
- Designing print reports for users as decisionmakers
- Designing electronic reports for users as decision-makers



Context for Health–Related Decisionmaking



- There is more (and more complex) information available today than in the past.
- Information related to health decisionmaking is complex.
- Most Americans find it difficult to understand and use complex information.



What is Decision Support?



■ A set of strategies that helps people:

- Frame a choice
- Identify and evaluate relevant information
- Process the information
- Make a decision

Decision support:

- Can be paper-based
- Can be web-based
- Can involve human counselors or experts



Make Sure the Information is Relevant



- Who is your audience?
- What kind of information do they want/need?
- For what purpose will they use the information?
- Within what time frame?



Keep Reports Short



■ More is not always better.

"Brochures are just full of so much. You're sitting there and by half way through it, it's like, oh, forget it. Especially people who have children. They don't have time to just sit there and be reading three or five pages."

"This is great information but send it to me after I've picked a plan. That's when I'll have time to read it."



Keep Reports Short, cont'd.



 Use summaries when possible to condense the information.

Example: Combining data about provider's ability to explain, ability to listen, and responsiveness to questions into a single composite measure.



Keep Reports Short, cont'd.



"Shorter" is not always better than "longer."

Use:

"Doctors that stay with the health plan"

Rather than:

"Provider turnover"



Make Report Easy to Use and Understand



- **■** Perform cognitive testing.
- Present information in meaningful categories.
- Use hierarchies/frameworks where appropriate.



Format Reports for Easy Navigation



- Sequence information properly.
- Use an accessible framework.
- Develop a set of materials.
- Layer information.
- Make information easy to locate within text.



Show User How to Apply Information to Decision



- Give concrete examples.
- Underscore the benefits of using information to make a decision.



Resources: TalkingQuality.gov



ip Navigation

Talking to Consumers about Health Care Quality

Talking Qualit

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The Big Picture What to Say How to Say It Into the Hands

of Consumers Refining What You Do



Sponsors:

Agency for Healthcare Research and Quality

Centers for Medicare & Medicaid Services

Office of Personnel Management

Contact Us info@ahrq.gov

Accessibility Linking

Talking to Consumers about **Health Care Quality**

The Big Picture

An introduction to the larger task of understanding a typical measurement project.

What to Sav

A discussion of what consumers need to hear about health care quality and the information you may be giving them.

How to Say It

An in-depth look at strategies for presenting information in ways that facilitate comprehension and use.

Into the Hands of Consumers

An overview of effective strategies for distributing information to consumers and supporting their efforts to use the information to make decisions.

Welcome and Orientation

About the Work Group

Site Map

Search

Glossary

Frequently Asked Questions

- Guidance and examples for anyone who produces information on health care quality for consumers
- Update in progress





An Example of Integrating Information

Shoshanna Sofaer, PhD Baruch College, CUNY Harvard Team





Information for Medicare Beneficiaries



- Project implemented in New York City to provide comparative information about Medicare HMOs
- Early focus groups with people on Medicare, as well as those who help them with Medicare issues, made clear they wanted information not only on quality, but on cost, benefits and how HMOs work



Overall Strategic Considerations



- People on Medicare make decisions all year: providing information WHEN NEEDED is key.
- Most people don't have a sense of ALL the things they might want to consider in this decision.
- Too much information at one time would create information overload.
- Most people need personal help to understand and use comparative information.

Strategic Solution



- Create a set of booklets, not just one
- Disseminate materials through agencies that serve people with Medicare; train staff of those agencies to use the booklets
- Design booklets around a "framework" for making decisions
- Map data into that framework without worrying about the data source



Decision Framework: What to Keep in Mind



- How much it costs premiums
- What services are covered, include Rx drugs
- What providers are in the HMO and what HMO members say about them
- How well the HMO gets members the health care they need without hassles or long waits
- How well the HMO gets members the right services to stay healthy or when sick



Booklet Topics



- Overview: Thinking about joining a Medicare HMO?
 - Table to compare original Medicare to HMOs
 - Presentation of decision framework
 - Preview of the booklets (including introductions of booklet "icons" to help navigation)
 - Description of decision-making steps
 - Worksheet for decision-making



Booklet Topics (continued)



- What services are covered and what are the costs (green)
- Prescription coverage (burgundy)
 - Includes a CAHPS item as well as coverage information (star chart only)
- Getting the health care you need easily (sky blue – very pretty!)
 - Includes CAHPS composites, items, ratings
 - Both star charts and graphs



Booklet Topics (continued)



- Getting a plan with good doctors (purple)
 - Context information for people who do and do not already have a doctor they like
 - CAHPS item, composite, rating (star chart and graphs)
- Staying healthy and getting better (gold)
 - Includes HEDIS items on preventive services and effective treatments
 - Graphs only



Did It Work?



- Intermediaries liked the booklets a lot
 - But didn't want to enroll their clients in a research project
- The booklets were probably too long; some people think we should have created just one booklet, but we thought that would overwhelm people
 - But the decision framework and the navigational cues worked well for people





Examples of Electronic Decision Support

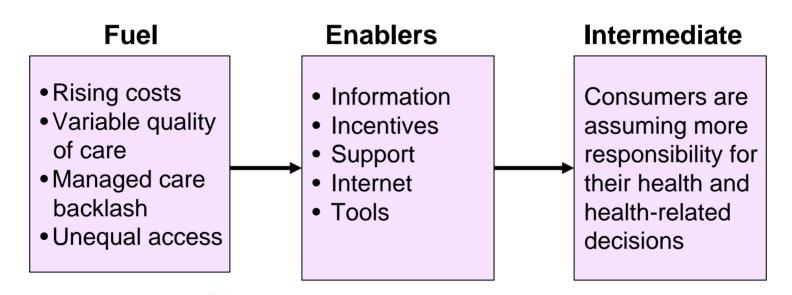
Mark Spranca, PhD RAND Team





Consumer Revolution in Health Care





Final outcomes (utilization, costs, health, access, satisfaction) are currently unknown, but can be predicted and shaped



Objectives in Design and Dissemination of Decision Aids



- Increase use of tool
- Increase knowledge of options
- Improve quality of choice (fit between consumer and option)
- Make the choice process easier, less time consuming, and more confidence-inspiring
- Improve satisfaction with option chosen
- Ultimately, improve health and financial wellbeing of consumer



Types of Decision Rules



Compensatory decision rules

- Rules that consider/calculate tradeoffs among outcomes
- Examples: Multi-attribute utility theory, costbenefit analysis, quality-adjusted life years

Non-compensatory decision rules

- Rules that do not explicitly consider/calculate tradeoffs among outcomes
- Examples: mini-max, lexicographic rules



Comparing Alternative Approaches to Decision Support



| | Heuristic approaches | Algorithmic Approaches |
|--------------------------|------------------------------|---------------------------|
| Origin | Lay rules of decision making | Expected Utility Theory |
| Ease of Understanding | Relatively easy | Relatively difficult |
| Trust in Output | Higher | Lower |
| Inputs Required | Few | Many |
| Likelihood of Use | Higher | Lower |
| Quality of Output | High | Optimal |





Decision Support Techniques



- Presenting new and relevant info
- Presenting all relevant info in one place
- Personalizing information
- Making comparative information "evaluable"
- Allowing users to select a subset of options meeting criteria
- Allowing users to sort options by attributes
- Allowing users to weight attributes by importance
- Synthesizing/processing information for users
- Presenting summary tables
- Layering information





- How Medicaid
 Works
- Benefits and Coverage
- □ Doctors Available
- ☐ Ratings of the Plans

Questions

Overall, does United offer extra benefits that are important for you and your family?

Yes

 \bigcirc No

O Don't Know

Benefits and Coverage

Do the plans offer any extra benefits?

| | PCA 1-800-328-5804 | United 1-800-899-6550 | MediPass 1-800-940-4803 1-904-238-4803 |
|--|--|--|--|
| Over the counter drug and first aid | Covered up to \$10 per household, per month, for some drugs and suplies | Covered up to \$10 per household, per month, for some drugs and suplies | Some are covered by Medicaid if prescribed by your regular doctor |
| Prenatal program Pregnancy prevention Quitting smoking Substance abuse Children's wellness Domestic violence | yes | yes | 'no |
| Expanded adult dental | Annual cleanings and 1 or 2 simple fillings per year at no cost | Annual cleanings and 1 or 2 simple fillings per year at no cost | no |

Call the plans for more details about extra benefits.







- Mow Medicaid
 Works
- Benefits and Coverage
- ☐ Ratings of the Plans



Doctors Available

How do you choose a primary care provider?

Medicaid HMOs and MediPass have many doctors to choose from. The **Decision Helper** can help you find the doctor you want.

If you have a doctor you would like to keep, or another doctor you know you want, touch the search button to find out which plan he or she is in.

If you don't know the doctor you want, call the plans and ask for a provider list.

Search For The Doctor You Want







- Morks
- Benefits and Coverage
- ✓ Doctors
 Available
- ☑ Ratings of the Plans



Ratings of the Plans

How important to you are these topics?

| How important is | Important | Not Important |
|---|-----------|---------------|
| Overall rating of health plan? | 0 | 0 |
| Overall rating of regular doctor or nurse? | 0 | 0 |
| Choosing the health plan again? | 0 | 0 |
| Getting needed care? | 0 | 0 |
| Getting care without long waits? | 0 | 0 |
| Doctors or nurses communicating well with patients? | 0 | 0 |
| Doctors or nurses spending enough time with patients and knowing their medical history? | С | С |
| Doctors or nurses talking with patients about preventing health problems? | С | o |
| Whether plan members complained to their plan (more stars mean fewer complaints). | С | o |
| Having good doctors or nurses to choose from? | 0 | • |



- Mow Medicaid
 Works
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 Available
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Questions

Overall, how do MediPass' ratings look to you?

- Better than Average
- C Average
- C Below Average

Ratings of the Plans

How do you compare the ratings of the plans?

| Survey Topics | PCA | United | MediPass |
|--|----------|---------|----------|
| Overall rating of health plan | ** | ** | ** |
| Getting needed care | ** | * | *** |
| Getting care without long waits | * | ** | *** |
| Doctors or nurses communicating well with patients | ** | * | ** |
| Whether plan members complained to their plan (more stars mean fewer complaints) | ** | * | *** |
| Having good doctors or nurses to choose from | ** | ** | ** |
| Overall rating of regular doctor or nurse | ** | ** | ** |
| Choosing the health plan again | ** | ** | *** |
| Doctors or nurses spending enough time with patients and knowing their medical history | ** | * | ** |
| Doctors or nurses talking with patients about preventing health problems | ** | ** | ** |
| Total of shaded stars | 11 stars | 9 stars | 15 stars |





- How Medicaid
 Works
- Benefits and Coverage
- ✓ Doctors
 Available
- ☑ Ratings of the Plans



Your Personal Summaries of the Plans

How can you summarize all that you've learned?

| | Your Personal Summaries of: | | | | |
|--|---|-------------------------------------|--|--|--|
| Plan Name/Type | Extra Benefits | Doctors | Consumer Ratings | | |
| | (Does the plan offer extra benefits that are important for you and your family?) | (The doctor you searched for is) | (How do the plan's rating look to you?) | | |
| PCA(HMO) 1-800-328- 5804 | Yes | In this plan | Average | | |
| United(HMO) 1-800-899- 6550 | Yes | In this plan | Average | | |
| MediPass 1-800-940- 4803 1-904-238- 4803 | No | Not in this plan | Above average | | |

Before making a final choice, you may want to get more information. You can do this by calling the plans, your doctor, or the Choice Counseling Hotline (1-888-367-6554), or by reading the agency's booklet "The Choice is Yours".

exit

next

Health Plan Quality from the Consumer's Point of View

continue>>

WELCOME

Introduction Getting Started

TYPES OF PLANS

HMOs and PPOs Which is best for you?

SURVEY RESULTS

About the Survey
Survey Topics
Results for Adults

Summary - 1 chart

Details - 7 graphs

Review the Results

Results for Children

Summary - 1 chart

Details - 7 graphs

Review the Results

Results for People with 3+ Visits

Summary - 1 chart

Details - 7 graphs

Review the Results

YOUR WORKSHEET

Completing Your Worksheet Getting More Information Making Your Choice Survey Results > Results for Adults > Review the Results

Click on the Total Stars column if you would like to see a total of the stars.

★★★ BETTER than survey average

Click Yes or No to indicate which plans did well on the survey topics that are important to you.

★★ ABOUT THE SAME as survey average

★ WORSE than survey average

| | Getting care that is needed | Getting care without long waits | How well doctors communicate | How people rated their health care received | Courtesy, respect, and helpfulness of office staff | Health plan customer service | How people rated their health plan | Total Stars | Did this plan do well on the survey topics that are important to you? |
|-------------------------|--------------------------------|---------------------------------|------------------------------|---|---|------------------------------------|--|-------------|--|
| HMOs | | | | | | | | | |
| Coastal Health Plan | * | ** | * | * | ** | * | * | 9 | Yes No |
| Atlantic Health Plan | *** | ** | ** | *** | *** | *** | ** | 18 | Yes |
| PPOs | | | | | | | | | |
| Pacific Health Plan | * | * | * | ** | ** | * | ** | 10 | Yes No |
| Mountain Health Plan | *** | ** | *** | *** | *** | ** | *** | 19 | Yes |
| | | | | | | | | | |

Health Plan Quality from the Consumer's Point of View

WELCOME

Introduction Getting Started

TYPES OF PLANS

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SURVEY RESULTS

About the Survey
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Results for Adults

Results for Children
Results for People with 3+

<u>Visits</u>

YOUR WORKSHEET

Completing Your
 Worksheet
 Getting More Information
 Making Your Choice

Your Worksheet > Completing Your Worksheet

continue>>

This worksheet can help you compare the plans. Use the information from the Decision Helper along with information you collect to fill it out.

Be sure to print this worksheet so that you can fill it out!

Here are your answers from the Survey Results section. Answer these questions using the information you collect.

| | Plan Type | Did this plan do well for <u>adults</u> ? | Does the plan have doctors you like? | Does the plan have benefits you want? | Does the plan have <u>costs</u> you can afford? |
|-------------------------|--------------|---|--------------------------------------|--|--|
| Coastal Health Plan | НМО | No | | | |
| Atlantic Health Plan | НМО | Yes | | | |
| Pacific Health Plan | PPO | No | | | |
| Mountain Health Plan | PPO | Yes | | | |

Health Cost Calculator

- 1 Introduction
- 2 Tell us about yourself
- 3 Learn about basic cost and benefits
- 4 Consider how much care you may use
- 5 Compare your costs
 - In-network costs
 - Out-of-network costs
 - Summary and review
 - For more information
- 6 Calculate your HCSA contribution

Frequently Asked Questions

End Your Session

Compare your costs

Network Out-of-Pocket Costs

The table below shows estimates* of your total annual costs (premium plus out-of-pocket costs) for each health plan, for various levels of health care use. These estimates assume you and your family receive all your care from within the plan's network**.

Based on the information that you provided in Step 4, the **moderate use** category has been highlighted for you. You can compare the Network Costs for each plan by looking at each highlighted cell in the column. Be sure to consider what your cost would be if you need more or less care, by looking at the different columns. **Estimates assume that you are enrolled in the plan for 12 months.**

| | | | Pocket Costs 44, and 2 childi | ren | |
|-------------------------------------|---------------------------|--------------------------------------|---|---------------------------------------|---|
| Level of Health Use | No Use premium only | "Low" Use including premium | "Moderate" Use including premium | "High" Use including premium | "Very High" Use including premium |
| No Insurance*** | \$0.00 | \$738 | \$2,766 | \$8,311 | \$33,154 |
| United Healthcare Choice Plus | \$1,768 | \$2,003 | \$2,519 | \$3,464 | \$5,241 |
| United Healthcare iPlan**** | \$1,326 | \$1,403 | \$1,644 | \$2,880 | \$4,022 |
| 2004 iPlan Balance Remaining | \$1,600 | \$1,294 | \$555 | \$85 | \$8 |

Your Selections = speciality: Pediatrics , state: CA, city: Los Angeles

practice licensure.

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| Tour Quality Freierences |
|---|
| Step 4 P Answer the following quality preference questions |
| Do you want a physician FREE of professional misconduct? |
| ⊙ Yes |
| C Doesn't matter |
| Fact: 1 out of every 100 physicians received a disciplinary action for professional misconduct. |
| |
| Do you want a physician that is board certified? |
| ⊙ Yes |
| O Doesn't matter |

Fact: Board certified physicians completed extensive training and testing, going above and beyond medical

Your Quality Deafarana

Your Personal Preferences Step 5 Answer the following personal preference questions How many miles are you willing to travel to see a physician? ▼ miles Do you have a gender preference? ○ Female ○ Male Open't matter

Conclusions from Lab Studies of Health Plan Decision Aids



- Providing plan information in a decision support environment impacts choices in sensible ways
 - Providing out-of-pocket cost information causes consumers to shift into lower cost/benefit plans
 - Providing plan performance information causes consumers to shift into higher performing plans
 - A wide cross section of consumers seems able to benefit from decision support materials
- Need more studies outside the laboratory to understand how decision aids need to be designed, implemented, and disseminated to guide actual plan choices

Summary of O'Connor et al's Review* of Treatment and Screening Decision Aids



- Review based on results from 34 RCTs of patient decision aids
- Reviews compared decision aids to usual care and detailed vs simple decision aids
- **■** Effects on choice
 - Tended to decrease rates of elective invasive surgery and increase rates of conservative treatments
 - Tended to increase rates of screening
- Other effects: increased knowledge, accuracy of expectations, and level of participation; reduced decision conflict and indecision

*These studies are cited in the Cochrane Review on "Decision Aids for People Facing Health Treatment or Screening Decisions" found at http://decisionaid.ohri.ca/cochsystem.html.

Necessary Conditions for Decision Aids to Improve Choice



- Unaided choices must be inconsistent with preferences of consumers
- Aid must be designed well
 - Info must be accurate and comprehensive enough to enable a fair comparison of options
 - Aid must be easy to use and understand
 - Consumers must trust the information
- Aid must be noticed and used



Encouraging Use Is Critical



- Decision aids are usually effective when used, but are often not used in real life
- How to increase use
 - Promote availability of aid to raise awareness and increase likelihood of search when needed
 - Deliver aid when and where needed
 - Design aids that are easy to use and valuable

